



The Right-Brain Business Plan: A Creative, Visual Map for Success

Jennifer Lee

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Turn Passionate Ideas into Profitable Enterprises

Do you dream of making a living doing what you love but find the process of creating a viable business plan like trying to fit a square peg into a round hole? Jennifer Lee knows what it's like to make the entrepreneurial leap — and how to do it successfully. The key is using, rather than stifling, imagination and intuition. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, transforming drudgery into joy. They'll enable you to define your vision and nail down plans for funding, marketing, networking, and long-term strategy.

Discover how to:

- * Develop a financial plan with fun and flair
- * Select your circle of support to get the work done
- * Clarify your business values and goals
- * Paint a picture of your business landscape
- * Understand your competition and what makes you stand out from the crowd
- * Identify your perfect customers and create a marketing plan to reach them
- * Map out concrete action steps to bring your Right-Brain Business Plan to life

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